



youth

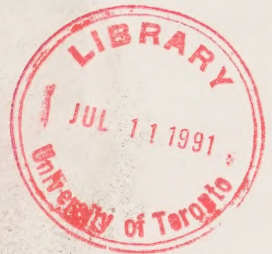
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FOR IMMEDIATE RELEASE



LONDON, ONTARIO -- The Labatt's People in Action Program and the federal government's Challenge '91 Program have again joined forces to create even more employment opportunities for Canadian youth and to directly assist the disadvantaged.

The federal government's contribution of \$240,000, along with Labatt's contribution of \$460,000, creates a total of 283 jobs under the Labatt's People in Action Program. This is the third consecutive year that the federal government has collaborated with John Labatt Limited through this Program. The renewal of federal funding was announced today by the Honourable Thomas Hockin, Minister of State for Small Business and Tourism on behalf of the Honourable Pierre H. Cadieux, Minister of State for Youth.

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Mr. Hockin noted that: "The Labatt's People in Action Program has proven its worth year after year in communities right across Canada by providing students with summer employment and at the same time, addressing current social concerns. The federal government is proud to collaborate in this venture. This partnership demonstrates the fact that Labatt's People in Action Program shares the same social priorities as Challenge '91, the federal government's student summer employment program."

Under the Labatt's program, non-profit organizations are provided with funds to work on summer projects which assist Canada's disadvantaged. The two primary objectives for the program are to provide career-related summer employment for students and to either directly assist Canada's disadvantaged or directly confront societal concerns. Moreover, each year a specific social issue is given priority within the selection process. The priority for 1991 is to assist those organizations whose mandate is to improve and preserve the natural environment.

Mr. Peter Widdrington, Chairman of John Labatt Limited, welcomed the renewal of federal funding saying: "The pooling of resources demonstrates the shared responsibility that the private and public sectors have in employing young people, helping the disadvantaged and cleaning up our environment. We are very proud of our program and greatly appreciate the federal government's continued financial support."

The Labatt's People in Action Program is in its fifteenth year and has provided employment to more than 2,600 students across Canada during that period. Further information on the Labatt's People in Action Program is enclosed.

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BACKGROUNDER

To be eligible for funding from the Labatt's People in Action Program, an organization must be non-profit and seeking to hire post-secondary school students (1) to work with and assist disadvantaged Canadians, or (2) to work on projects which indirectly address grave social concerns.

Successful applicants receive funding to cover minimum wage and mandatory benefits for ten weeks of full-time employment per student. Applicants can apply for as many as five students per project.

Each year John Labatt's Limited selects a theme and gives priority to proposed projects which focus on that theme. The theme last year was literacy. The theme this year is protection of the environment.

The following provides examples of projects which will receive funding this summer:

The Wildlife Rescue Association of B.C. will hire one student in Burnaby to handle wildlife relocation situations and to give public instruction on human/wildlife interaction issues such as habitat gardening and feeding programs.

In Coppermine, a primarily native community directly north of Yellowknife on the Arctic Ocean, the hamlet's Recreation Department will be hiring two students to implement a recreation program for local youths. Older youths will get the chance to develop leadership skills by assisting the students.

The Manuels River Natural Heritage Society in Manuels, Newfoundland, will receive funding for three students to be involved in a major cleanup of the river system, a public awareness campaign, and the placement of interpretive signs around the river.

Applications for funding are available from John Labatt Limited and are accepted until mid April of the year for which funding is sought.